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Strip Techniques for Propaganda

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1. Rental library stalls by the roadside are now fairly common in China, especially in the southern cities such as Shanghai and Canton. Peddlers and vendors are frequently seen reading pamphlets and books on the sidewalks in their idle moments. The majority of this reading material consists of stories done in the form of serial pictures. They are much like American childrens' comic books, except that the contents are generally taken from the old traditional Chinese stories.
2. The Communists have adopted this medium as a propaganda device. Their first effort is to stop the publication of serial pictures that are based upon traditional stories which they believe contain elements of superstition and feudalism. Stories of fantasy like The Monkey and those encouraging loyalty to the old class social system are in this category to be eliminated. To accomplish this they censor all the publishing houses which print this kind of material. The second effort of the Communists is to edit serial pictures based upon the new revolutionary literature. Popular stories like the White Hair Woman and the news story of crossing the sea to attack Hainan Island have been done in serial pictures. These stories are very popular with the poorly educated and with children of all classes.

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